APSE Scotland Online Commercialisation, Income Generation and Social Value Network – Wednesday 18 November 10.30AM to 12.00NOON

Welcome for our Chair Cllr Tony Gurney, North Ayrshire Council

Agenda

Developing healthier advertising policies: How we can help support local authorities
Speaker: Yvonne Traynor, Health Improvement Manager, Public Health Scotland
This will provide colleagues with the opportunity to hear about how Public Health Scotland is working to support areas including establishing a Scottish Community of practice.

Research study into the development of a healthier advertising policy (focus on HFSS) within Ayrshire and Arran
Speaker: Julie Cameron, Head of Obesity Action Scotland
This will provide colleagues with the opportunity to hear about this recent research by Obesity Action Scotland which builds on the previous presentation.

Aberdeenshire's restaurant week: supporting local businesses
Speaker: Emma Stanford, Strategic Town Centres Executive, Aberdeenshire Council
This will provide colleagues with the opportunity to hear about Aberdeenshire's restaurant week, an initiative which is supporting local businesses and communities across the authority.

Commercialisation clinic: Any issue affecting service delivery
This is the opportunity for attendees to discuss any challenges and solutions that councils are experiencing and adopting in relation to a particular issue including

- Digital advertising screens - suppliers, contracts and pricing

APSE Update
Louise Melville, Principal Advisor, APSE

The meeting will end at 12.00 PM